

5 REASONS TO CONSIDER COLUMBUS





Does your Microsoft Dynamics solution meet or exceed the needs of your business? Does your ERP partner meet your expectations for support and enhancements?

Research shows that if you've installed an ERP solution recently, you're likely receiving less than 50% of the benefits promised when purchasing your system.

We specialize in working with companies to optimize their existing Microsoft Dynamics AX and NAV solutions and enhance performance through upgrades, new industry functionality and improved support services.

If your solution or partner is not delivering the benefits your company requires, maybe it is time to consider Columbus.

5 REASONS TO CONSIDER COLUMBUS

- 1. Post-Implementation Optimization**
- 2. Guaranteed Responsiveness**
- 3. Transformational Technologies**
- 4. Industry Leadership**
- 5. Helping Clients Do Their Part**



Like to learn more? Contact Columbus today!

1.

Post-Implementation Optimization

In many instances, the overall effectiveness of an ERP system starts to slowly diminish immediately following go live. Work flows change, people change, business strategy changes and the system does not keep up. Some times significant parts of the ERP system were never implemented, insufficiently integrated or poorly architected. Perhaps the company was led astray with poor advice from their technology partner. The result in all these cases is a weaker system that does not deliver the value expected or required to improve company performance.

Columbus conducts full system assessments and provides comprehensive recommendations for getting the most out of our clients' existing ERP investments. How can your existing system accelerate your business strategy? How can it reduce costs? How can new productivity and efficiencies be added?

Columbus proactively challenges your business, your ideas and your ERP system. We help our clients see new opportunities. We take responsibility to drive the process. We optimize existing ERP systems based on over 25 years of delivering world-class solutions.



QUICK LINKS



White Paper:
7 Ways To Optimize Your Existing ERP Solution



Checklist:
Optimizing Your ERP System



E-Book:
Maximize The Long Term Benefits Of ERP With BPM

|| *It is easy to log support calls via the on-line support portal and the support team are extremely knowledgeable and effective in providing timely responses and resolutions within the agreed service levels.* **||**

CAPITAL DOCUMENT SOLUTIONS

Like to learn more? Contact Columbus today!

2.

Guaranteed Responsiveness

Support should never be an afterthought. That's why Columbus created ColumbusCare, an enterprise-class support offering for your critical business applications including Microsoft Dynamics, Columbus Software and related Microsoft enterprise software solutions. Columbus takes a proactive, personalized approach to helping you optimize your software investments. We combine dedicated teams that know your solution, optional service levels, variable pricing schemes and value added services into a tiered offering that ensures we meet your needs and your budget.

Our Global Delivery model allows us to deliver support 24 X 7. With consulting locations in the Americas, Europe and Asia, and an off shore organization in India, we are always there to take your call and respond to your needs.

“ The support we get from ColumbusCare is awesome! Everyone is friendly, knowledgeable and always really prompt to respond and help us out! Love our ColumbusCare team! ”

HENDRICK MOTORSPORTS



QUICK LINKS



Video:
Future Proofing Your ERP Solution



Video:
ColumbusCare – Enterprise-Class Support



Brochure:
ColumbusCare - Dedicated Support Is Essential

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3.

Transformational Technologies

As a Microsoft Dynamics customer, you probably already appreciate the fact that the Microsoft platform delivers an exceptional level of flexibility, value and usability. But how do you modernize your system to take advantage of emerging technologies, new revenue streams and additional sales and distribution channels?

Mobility, eCommerce and Business Process Management are just three of the opportunities available for business transformation and innovation. Here are just a few examples of Columbus-developed software that can take your business to the next level.



Three times in the last five years, Columbus has been recognized as Microsoft's top independent software developer globally. Our software development organization is headquartered in the Netherlands with successful deployments into 1600+ clients in 40 countries.



QUICK LINKS



Video:
Columbus E-Commerce And Multi Channel Solutions



Video:
RapidValue - Industry Solutions With Best Practice Built In



Fact Sheet:
Columbus Mobility Fact Sheet

// Every company should plan a ColumbusCare contract with the Columbus Team after implementing Dynamics AX. **//**

ROMAG LTD

Like to learn more? Contact Columbus today!

4.

Industry Leadership

Many ERP service providers are technically strong, but we believe that is a basic requirement. Having a deep knowledge of your industry is the foundation for break-through solutions, shorter more predictable implementations and lower cost services. Industry knowledge can ONLY be gained through experience. If your current partners claims expertise in 6 or 8 industries, that should be a red flag.

Columbus made a strategic decision years ago to focus on investing in markets where we deliver to our clients a clear and sustainable competitive advantage through years of experience. Those markets are Food Manufacturing, Specialty Retail (including distribution) and Discrete Manufacturing. Eighty percent of our clients worldwide operate in one of these industries.

Columbus is headquartered in Copenhagen Denmark where both NAV and AX were founded. Our consultants have worked with these solutions since day one. Our heritage is founded on these solutions and no other company has the breadth or depth of experience in optimizing these solutions in our strategic verticals.

Columbus consultants are hired from industry and organized by industry practices. We invest in our consultants with heavy training and educational programs and provide them a work environment that leads to higher than average tenure.

QUICK LINKS



E-Book:
Food Manufacturing Using
Microsoft Dynamics AX



Video:
ERP Principles
In Manufacturing



White Paper:
Successful Retailing
Across Multiple Channels



Resources:
Columbus*Food* Solution



Resources:
Columbus*Manufacturing* Solution



Resources:
Columbus*Retail* Solution

5.

Helping Clients Do Their Part

The best software and service partner cannot deliver and optimize an ERP system without the client doing their part. Columbus holds our clients' accountable and assists them in maturing their solutions.

The ERP solution must be fully understood and supported at the highest levels of the client organization. There must be clear ownership of the project for the entire lifecycle of the solution. Clear plans should be in place, with supporting budgets to evolve the solution so it keeps up with business changes and takes advantage of new technology enhancements.

Keep users involved and make sure they are trained well and periodically audit adoption and refocus training as needed. Have a backup plan in the event your critical business application goes down and make sure you have adequate support and required infrastructure to mitigate risks. Leverage business intelligence to bring new business insights. Columbus can provide guidance on all roles and responsibilities for the life cycle of your critical business applications.

“ Their staff are well trained in all areas of Microsoft Dynamics AX. Columbus values their relationships with their clients and it shows in their professionalism. ”

HERITAGE PLASTICS



QUICK LINKS



Case Study:
10 Retail Customer Stories



Case Study:
10 Food Customer Stories



Case Study:
10 Manufacturing Customer Stories



Columbus *Care*®

At Columbus, we specialize in working with companies to optimize their existing Microsoft Dynamics AX and NAV solutions. We have enhanced the performance of over 6,000 companies in 42 countries with award-winning implementations, technology upgrades, new functionality and world-class support services.

To learn more about how Columbus can help you get the most out of your Microsoft solution, contact your local Columbus office.

www.columbusglobal.com